

ABSTRACT

The present invention provides a system and method for identifying and retrieving information about individuals located within a geographic area, the system including a server having a database, a listening device associated with a requesting user and a plurality of broadcasting devices, wherein each broadcasting device is associated with a selected user. In operation, each
5 broadcasting device emits a wireless data packet containing a UIE, wherein the listening device captures the wireless data packets, extracts the UIEs from the packets and sends the UIEs to the database. The database sends a profile of the selected users to the listening device in response to receiving the UIEs.